

Coleco Vision®

EXPERIENCE

The Magazine of Computerized Entertainment

Winter 1984 \$2.00

EXIT

COLECO GOES TO THE MOVIES! THE MAKING OF WAR GAMES (THE GAME).

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KIDS
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NEWSSTAND

A stack of Adam Family Computing software boxes, showing the product name in white text on a red background.

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FAMILY COMPUTING

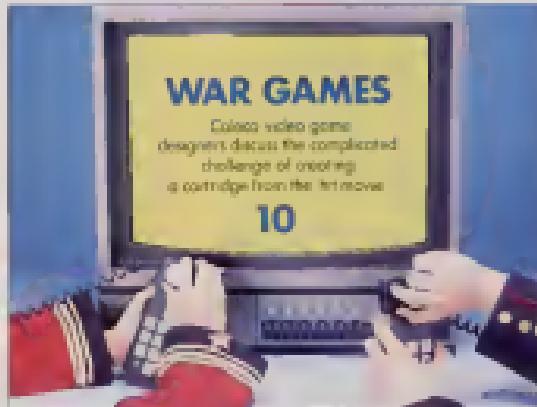
IN THIS ISSUE

COLECO VISIONTM EXPERIENCE

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FEATURES

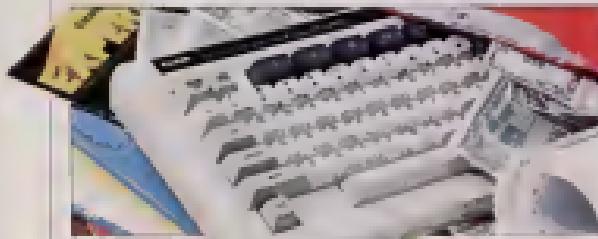


THE WAR ROOM As pg 4, make the video game a never ending war of attrition. Learn about new and new games... and each other!

13

BIZ KIDS Seven success stories about kids who have turned their interests into profits

14



ON THE COVER

The new Coleco video game cartridge WAR GAMES will have you squirming in your seat just as the smash movie did. See our feature story on page 10.

DEPARTMENTS

A LETTER FROM COLECO

CC video sets new standards for its video game challenge

COLECOVISION NEWS

Long time ag

WHAT'S NEW?

new PC game, new software, new players

HOT STUFF & HIGH ROLLERS

Best-sellers, best players and upcoming games

INTERVIEW

A conversation with author Steve Bell, known as Steve Bell, author of three nationally syndicated, *Mr. Bill*, video game reviews

17

STRATEGY TIPS

High-flying tips from Coleco's Fred, Steve and Sam

18

READER TIPS

Letters from readers and professionals

19

FEEDBACK

Answers to your questions from the experts

20

COLECO QUIZ

Coleco's own John H. H. in his most fascinating puzzle

22

VIDEO MART

Coleco news documents an impressive year of growth, sales and profits

23

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Now command the powers of a fully networked 8048 computer system. Adam. The power of a professional keyboard. Built-in word processor programs. High speed digital data memory drive. Disky wheel printer. And Super Game™ Systems. All in one package.



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And soon there'll be additional Adam "Smart Software" for every member of the family. Like Financial Management, with the Adam integrated information management system (We call it "SmartFile"). Interactive learning programs, adventure games, strategy games, and more... around the corner.

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The Adam Super Game™ System just flashes supergraphics. All the arcade screens. All the bonuses. All the interactive menus. Plus a "Hall of Fame".

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Adam is also available as an expansion module for your ColecoVision™ Video Game System. If you already own ColecoVision all you have to do is plug in the Adam computer module, and begin working with the most sophisticated family computer system you can buy.

A LETTER F



COLECO

See Page Number

Welcome to the History of the Town of Ryegate
The Story of Our Town by Diane
and Roger Scott Parker

In my Fall '04 issue we profiled MMA, the fast-growing new combat sport. Now, after a year of growth, the discipline's family members are looking to MMA's future. Here's what they have to say about the next stage of the sport.

The many-to-one 1988 opens the door to new business opportunities at home for people of all ages. For "Mr. Edie," a feature story on page 10 profiles unusual immigrants who have already turned their competitive skills into profitable profits for themselves and others.

be best suited to those here in Italy. The following
is my opinion.

60-14

John
Alfred E. Baker
Mr. Vice President,
Senate, Washington, D. C.

EXPERIENCE

REFERENCES AND NOTES

www.scholarlypublications.com

www.elsevier.com/locate/jtbi

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FREE

Coleco Minitut News

FINAL

Coleco Cops Vid-Games Awards

WHAT DID COLECO & DONKEY KONG™ video game cartridge and Coleco President Arnold Greenberg have in common? Both were winners in *Adweek Magazine's* First Annual Video Game Award Ceremony held earlier this year in San Francisco. Coleco's **DONKEY KONG** cartridge was honored (what else?) Game of the Year, and Mr. Greenberg was named (what else?) Video Executive of the Year. This **DONKEY KONG** cartridge which is an authentic reproduction of *Nintendo's* *Donkey Kong* game, which has been the No. 1 best seller on Coleco's video game chart since it was established in 1982. Mr. Greenberg won his award in recognition of the unique contributions that Coleco has made to growth and creativity in the video game industry. We're betting that when *Billboard* gets around to naming a Computer Executive of the Year, Arnold Greenberg will be a shoo-in for the introduction of the revolutionary new *Atari!*

In a related development at the Consumer Electronics Show in Chicago this summer, Adam West, star of *The Batman*, was presented Coleco with two Videogaming (Video Games Software) Trail Awards (VTS-TA). **ZAGOR™** "won for Best Graphics and **DONKEY KONG JUNIOR™**" won for Best Humor Game.

PC Video Games Player Magazine presented Coleco with four Golden Joystick Awards: Best Arcade Association and Best Leisure Game for **DONKEY KONG™**; Best Children's Game for **SMARTY RESCUE™**; **GAR-GAMEZ™ CASTLE** and Best Computer Games for **ZAGOR™** for Best Action and Best Graphics.

COLECO AND SCHOLASTIC ANNOUNCE NEW ADAM™ COMPUTER MAGAZINE



SCHOLASTIC INC. PUBLISHER of *Scholastic Magazine* and *Family Computing* magazines will publish **ADAM™ Family Computing** for Coleco's **ADAM Family Computer System**.

This *Magazine* will be published quarterly and will be available through subscriptions and at newsstands. A free one-year subscription will be offered in the **ADAM** package to all purchasers of the **ADAM Family Computer System** and **ADAM Family Computer Module** who send in the warranty card. Each issue will highlight user activities such as home financial management, homework helpers and processing games and programs, as well as human interest stories, job seekers and reviews of upcoming products.

Donkey Kong At Harvard

IT'S NICE TO KNOW THAT THE geniuses at Harvard have figured out what we knew all along: that video games are not only great fun but good for you too! At a conference on video games, sponsored by the Harvard Graduate School of Education, researchers and scientists went so far as to suggest that... *Fuse Magazine* put it... video games may just end up to be one of the most powerful teaching tools ever devised.

And ColecoVision™ swept all the major awards in *Electronic Fun With Computers and Games Magazine's* Hall of Fun Awards Presented at a ceremony held in New York during the recent Electronic Fun Expo winners were selected through a reader poll conducted by the magazine. **DONKEY KONG JUNIOR™** received Most Fun Game, Best Climbing Game and Best Arcade-to-Home Transfer. Other ColecoVision winners were **ZAGOR™** for Best Action Game

COLECO ENTERS DRAGON'S LAIR™

COLECO INDUSTRIES INC. AND Magiquest Inc. have recently signed a license agreement granting Coleco the exclusive worldwide rights to manufacture a home computer software version of **DRAGON'S LAIR™**—the first fully-animated video arcade game.

DRAGON'S LAIR is a breakthrough in video game design and is the first video arcade game to combine advanced computer technology with full animation. It is a revolutionary new form of entertainment—the participatory movie.

and **ZAGOR** for Best Action and Best Graphics.

The consumer's selection of Coleco for these awards is evidence of their enthusiasm for our product," said Al Kahn, senior vice-president marketing at Coleco. "We are gratified to be honored by them in this way."

Ring! Ring! Video Games Calling

BETTER START POLISHING UP your playing skills. There are an awful lot of players out there in telephone land who like to reach video-game sites and interact with you!

Leave it to Coleco to think of a new way to enjoy videogaming. AT&T and Coleco have announced an agreement to develop a new venture for an interactive game and entertain-

ment service. Using existing telephone lines and a special AT&T Coleco modem consumers who own home computers or video game systems will be able to use the phone to play that latest in interactive and strategy games, including arcade favorites and other entertainment software. This service should be available to subscribers in 1984.



WHAT'S NEW?

SUPER GAME PACKS FOR YOUR ADAM COMPUTER SYSTEM



BUCK ROGERS' PLANET OF ZOOM Super Game by CCPA

The BUCK ROGERS Super Game has all the action of the arcade game and more. In the totally new Robotech dimension you must fight enemy laser, planet and alien warships as you fly beneath tunnels flooded with hazardous gas bubbles. Trenches now have walls that block your path and asteroids present new hazards in space sequences. You must still destroy all four engines of the Command Ship and hit its gate in order to vanquish it but the Block doesn't stop there. Navigate through the deadly Space Warp Tunnel and reach the energizing station where you are issued a new, sleeker fighter and return back out to protect the galaxy. Super BUCK features a Hall of Fame (scrollable) which can be passed out a pause button and user-enhanced graphics and sound effects.

DONKEY KONG JUNIOR® Super Game by NINTENDO

All four screens from the arcade are here: the vines, chains, jump-rope and headache-mix of pipes. Move Junior® along the pipes, but watch out for the electric snakes. Snakes never can distract them with fruit or jump over them, but if he jumps too high, he hits his head! If you get past the fourth screen, you return to the first screen—the time of a higher level of difficulty. There are cartoon instructions plus an opening cartoon in which the Mano® brothers haul up the oldest Donkey Kong®. Like most Super Games, each player can select his or her own play level. DONKEY KONG JUNIOR also features a pause button and print out Hall of Fame screen.



ZAXXON® Super Game by CCPA

ZAXXON Super Game has six (sixteen!) alienoids, three space intruders, and two floating fortresses in space. And if you thought you finally figured out how to destroy Zaxxon™ this again. This time there's a whole new of Zaxxon robots which emerge from the walls of the Galactic headquarters. Demolish the robots and destroy the base, you'll be honored in a victory sequence complete with fanfares and fireworks. Multi-level Asteroid—another new screen—features a solid level space city full of alien invaders, fire barriers and deadly flame barrages. Other creatures include talk barrels, radar towers, fields of missile sites and anti-gravity ships. Also beyond the mysterious dragon's teeth! Moon color and sound enhance this fast-paced two-player game. You can also play head-to-head ZAXXON and the small Hall of Fame screen and power features are sure to be favorite additions.



NEW CARTRIDGES FOR YOUR COLECOVISION OR ADAM COMPUTER SYSTEM

THE DUKES OF HAZZARD

By Turner Brothers Inc.

You're going to have to do some hard driving to catch Jethro Stiggle before he leaves the county in THE DUKES OF HAZZARD. You are behind the wheel of the General Lee. Ahead of you, Stiggle is making off with evidence that can take away the Dukes from police forever. In your pursuit, runner Boogus Hogg is gunning on you. Use your imagination to make it and all of your driving skills to avoid potholes and incoming cars—or jumping creeks and narrow roads. Watch those curves and sharp turns as you race against time. The thrill of being able to see both in front and behind you adds new dimensions to driving games. Splatter a few bugs on your windshield and here we—the rebels to go whole hog—or should we say Hogg?

TOP SECRET



WAR GAMES

by MGR/MU

The multi-screen simulation comes as close to duplicating the experience of the movie you find yourself cracking possum! When you play a war game simulation against the MCOPR computer, the only real security will be your nerves. Your mission: to defend civilian and military targets in the U.S. against attack. Keep track of your enemy's movements on seven 140x100 screens. Clash—aircraft, missiles, bombers and submarines are moving in on you. Mobilize your defenses! You control four secret subs: interceptor jets, antiaircraft missiles and laser interceptors. But hurry, beat the time limit or you lose the game. And don't let the emergency reach DEFCON One at its base: Boston—Javelin! Phoenix!

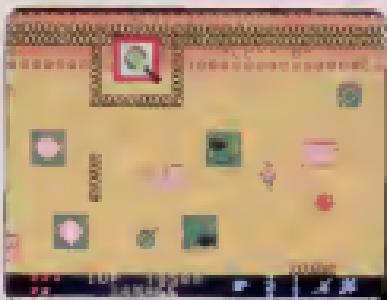
SUPER ACTION FOOTBALL

by Coleco

Stadium is the July in this football simulation for the Super Action™ Controller. Predict your linemen ahead of time with your keypad. When the action begins, use the four color buttons to control your backfield. Play against the computer or a live opponent. The scrolling field gives you a grandstand view of the contest. Most real life passing and running plays can be used in this game. The continuous commentator adds to the realism. And so does the sound system. You control the running option with a joystick, speed roller and buttons; pass the option and the crowd roars when you score. Why risk big and loud on the field when you can play like a pro without leaving your living room?



WHAT'S NEW?



FRONT LINE

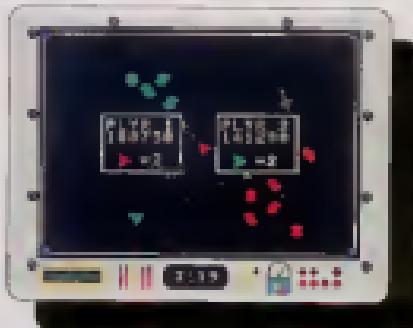
by Taro

Old soldiers never die—they just pass game over. Old and young soldiers alike will go for the battlefield classic which features the same huge scrolling background as its arcade parent. You start on the familiar Roadmap—a lone infantryman armed only with rifle and grenades. Reach the right battlefield and nab yourself a tank. Watch those big tanks—they may be slow but they're deadly. Cross the hedgegated fields, the desert and the river to invade your final objective—the enemy fort. Just watch out for the machine guns in the bunkers. They're not in the arcade version. The battlefield changes with each game so you never know where the bunkers and enemy tanks will be. Aim and fire with the buttons on your Super Action Controller. The joystick has eight directional movements.

OMEGA RACE

by Dally McEntee

Omega Racers has it up and down, and in DEADLINE RACE it has it in and out as well. You going this is inspired in a walled space shooter and must kill or be killed by enemy Gators, Command Ships and Death Ships. There are a few places to hide such as the tunnel and the Auto Gates, if you're clever enough to drift into them. Based on the earlier graphics arcade game the *Celestial Racer*, this version offers four levels of difficulty and six to five different play options including Fast Bounce Tunnel, Auto Gates, Reflective Walls and Long Course or Fast Bounce, bouncing off the wall becomes dangerous. Careful—each time you bounce you also end up increasing your chance of colliding with the enemies you seek to destroy! A real control challenge. Plays on the Roller Controller for real fingertip control of game action!



STORMY FRENZY

If you never had those yellow happy-faces ("Have a nice day") there's your chance to get revenge. As the authorized commander in FRENZY you must avoid or eliminate the bouncing happy-faces as well as less cheerful skinned ones and robot Nazis. Like the arcade version, the music is different every time. Some of the walls of the maze can be shot away others reflect bullets. But Evil Otto, the happy-face can pass right through walls leaving a trail of destruction. Destroy all the Nazis and robots and you will advance to a harder screen. Destroy Evil Otto and he will be replaced by a faster Otto. One specific target will distract all robots. Another will release four Otto's on you at once. But don't panic—you can always press the pause button. Players start with three Commands (five Commands in skill level one).

HOT SPRINGS & HIGH ROLLERS

BEST SELLERS

Based on the number of bed-nights spent into Colocasia- and the endemic status of these countries. Based on the total length per diatom species per year of September 1980. The numbers indicate Colocciophorus Atayi, Bodo VGB and transoceanic compatibility.

1. DONKEY KONG JUNIOR™
(CART)
 2. ZAXXON™
(CART)
 3. SPACE FURY™
(CART)
 4. EXIDY'S MOUSE TRAP™
(CART)
 9. SMURF RESCUE IN GARGAMEL'S CASTLE™
(CART)
 6. SPACE PANIC™
(CART)
 7. GORF™
(CART)
 8. LOOPING™
(CART)
 9. PEPPER II™
(CART)
 10. LADY BUG™
(CART)



HIGH ROLLERS
L. LADY BUG

Letters	Books	Name
83	1,087,888	Celine Dionne
76	1,087,152	Nine Lanes NL
92	2,427,970	Juno L. Punta
100	2,455,780	St Paul John
107	2,266,490	Chris Haworth
133	3,714,390	Montgomery Al
		Chris Haworth
		Montgomery Al
		Gethsemane D Day
		Maria FL
		Chris Haworth
		Montgomery Al

2. DONKEY KONG JUNIOR

Richard Dowdy
Harrison, NJ 07020-0000
Gary Reutter
McMinnville, OR 97121-0000

3. PEPPFRI

Bill Rogers
Agawam MA 01003
Elizabeth Kunkel
Starting Heights MI 48337

4. VENTURE

Jayson Field
Portage MI 49002
Richard Abate
New Haven CT 06510

5. SMURF RESCUE IN GARGAMEL'S CASTLE

Jim Bruegg
Dr. Paul Lutz

IN THE WORKS

Hunches over their companies' financials. Colgate managers are preparing their new figures for release in 1964.

CONGO BONGO
BY SORAP

STAR TREK
BY STIGG





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WAR GAMES

by Timothy Day

Creating a cartridge is more than fun and games.

Every sysop are lying off the coast of Oregon poised to launch their Cruise Missiles are shooting across northern Canada headed straight for Strategic Air Command (SAC) headquarters in Cheyenne Mountain, Colorado. Your defense system is on red alert. Submarines are mobilized to strike down the incoming corps of death and ADMs (anti-ballistic missiles) are ready to be unleashed from their silos. Will you have enough time to destroy the missiles hurtling towards the SAC command post? Can you prevent the stealth subsurface or the coast from launching a devastating attack on Denver, Seattle or other major cities in the Northwest region? The safety of the whole United States lies at the mercy of your aptly and strategically savvy.

Fortunately this is not nuclear war! But the action seems real enough because you are playing WAR GAMES, the new ColecoVision® game cartridge that puts you in the Strategic Air Command hot seat.

Coleco—through an exclusive licensing agreement with MCMUFA—has obtained the right to turn the popular movie War Games into a home video game and frame computer software.

It obtaining the rights to the enormously successful War Games film was a coup; designing the game itself proved even more of a challenge. The idea was to create a game that would retain the spirit of the film while appealing to a fairly sophisticated video game player. It was also decided that the game would try to evoke the high stakes excitement of war games without dealing on the frightening aspects of a nuclear war.

The plot of the movie provided all the inspiration that Coleco-game designers needed. A cloistered, star-struck computer geek is pitted in a battle of wits against an insidious high school computer whiz. The hero

David Lightman (played by Matthew Broderick) is an ergo-prime youngster whose love for computers leads him first into a grisly duel of intellect and then into an unprecedented chain of events.

One day while David is prancing through the electronic underground his computer inadvertently links up with Joshua, an electronic brain housed at the heart of the Strategic Air Command defense system. Joshua's more commonly known as WOPR (War Operations Plan Response) is the electronic nervous system of the entire U.S. defense network. David inadvertently alerts Joshua on a night-long series of war games commence. Unfortunately David doesn't realize that just a game is every possible Russian attack and American response runs through its circuits. The Strategic Air Command officers think that a real attack is underway—the SAC War Room lights up the wide network of defense bases and command officers go on red alert while the missiles stand poised in their silos awaiting the final countdown.

The film ends with the message that nuclear war is a game that nobody wins and we wanted to carry through on that theme and use of the game dynamics on the project. We all agreed that WAR GAMES would not capitalize on the gruesome possibilities of nuclear war—there would be no mushroom clouds, no body counts or scoring or devastated cities—it's up to the designer to. This game would be a strategy, one and two player would adopt a defensive role. So the point of the game would be to knock out the enemy attack rather than try waste it after capture!

We wanted something more than the standard arcade-type game, regulars one of the designers on the project. We didn't want any simple maze games or shoot-em-ups, but one that would require a feeling for

Photography by Dennis Hennet

ENTERTAINMENT 111

"We all agreed that...the point of the game would be to knock out the enemy attack, rather than lay waste to your opponent."

sheerly and take advantage of the dramatic theme of the movie.

Finally it was decided that the war game simulations would be the focus. It was also decided that the game should carry out the theme of the movie—player matching w/ against computer. The game was designed to start with a high tech dialogue in which the computer welcomes the player and asks him or her to choose a skill level.

It occurred to Coleco game designers that it might be possible to incorporate the DEFCON alert system into the game. In the movie the state of America's willingness to wage nuclear war is measured by a number code called Defense Condition or DEFCON. DEFCON Five represents the normal peacetime state of vigilance, while succeeding stages of Four, Three, and Two indicate escalating stages of tension and impending conflict. DEFCON One means all-out war. Following the defense strategy outline in early story conferences the designers decided that a player would earn bonus points at the end of the game for keeping DEFCON at a low level. Similarly the player would also get points for preventing cities and military targets from being blown up. The idea is that you reward the player for preventing

the country from going to war explained one of the designers of WWR-GAMES.

Meanwhile, research was underway to help give the game authenticity. By Origin the developer doing menu had a background in war gaming and had helped develop several board games involving military strategy. He knew a good deal about the U.S. defense system—including the probable death toll of civilian and military targets.

A Coleco graphic artist spent many hours pencil sketching maps of the United States in order to make the play screens as accurate as possible. The major mountain ranges and coastal outlines and rivers were indicated on the play screens of the different geographical sectors. The amount of memory available in the game system and cartridge dictated certain choices as to which features had to be changed or modified. Once the map, map was correct, the designer had to decide what symbols to use for the various game elements—cities, submarines, missile bases—and how to best arrange the numbers of the DEFCON scoreboard on the screen.

The pieces of the WWR-GAMES cartridge were now coming together. The game was ready to be passed on from the game designers and graph-

artists to the programmers who employed sophisticated video game programming techniques to bring each design to life. They took the designers detailed specifications and the art work graphics and put them into a mathematical code for their computers. With this code the computer would build complex video images out of thousands of pixels of light called pixels—the building blocks which form the computer graphic shapes. It took Coleco programmers more than four painstaking months to develop the game from the blueprints provided by designers and artists.

Finally each new game of Coleco is described in the most minute detail by the game designer as programmers know precisely what the designer has in mind. For the WWR-GAMES cartridge the game designer presented programmers with 117 pages of specifications. Every detail was accounted for: the speed of the incoming missiles and the time interval between attack waves; the level of difficulty in each of the game levels; the difference in the challenges presented by each of the screens as well as the length of the games themselves; the sounds made by a missile demolishing the player's targets and the way the game songs should sound. In addition to these hundreds of specifications, the programmers consulted the designs of the graphic artist in order to understand exactly how and where each element of the game was intended to appear. By the end of the programming stage the game designer was working closely with the programmers to fine tune the game software.

As the production deadline for WWR-GAMES approached the chief designer kept a close watch while the finishing touches were applied. Each modification of game play or difficulty was carefully weighed. Before sending the cartridge into the world Coleco designers make every effort to insure that it measures up to Coleco standards and to the level of the game as it had evolved during countless story conferences and long hours at the drawing board.

Meanwhile back at the Big Board—the DEFCON shows that you are entering a critical phase. Will you be able to get your satellites in position to ward off the next enemy attack wave—and defeat Joshua at its deadly game?

*Editor's Note: All Coleco video and computer games are designed by professional designers. Coleco does not accept game ideas from the general public.



The room was dark. There were no windows to let in the morning light. Despite the un-comfortable lack of perspiration stood out in the young man's forehead. His sandy hair was tousled, but he looked over as comical. Beside him a hooded cyborg-like creature often seen in security badge catching a faint gleam of artificial light.

You kept said the cyborg with icy detachment.

He had a scene from a spy thriller. This intercession room at the CEA? No. This is Coleco's War Room, the secret sanctum of Melo-gamedom where Coleco designers sit there and ignore the latest arcade games in order to find out what makes them tick and ultimately to convert them into home video hits. The War Room is the place where video game playing becomes a science and an art.

Coleco's War Room doesn't have an armed guard standing outside it, but it definitely has the feel of a top secret installation. It's tucked away in an obscure corner of the company's Illinois Research & Development headquarters and its unmarked doors always keep locked. Once inside the rest of the world ceases to exist. The only sound you hear in this tiny chamber is the muted boom of tape recorders exploding or the muttering of designers working piles. Players speak softly in words of encouragement. Occasionally a cheer will ring out in the darkness. Turning on the lights in the videotape's obscurity is likely to draw sharp glances, and harsh words. Magic lies in the dark. And the cool dark room has the image of a Zen meditation on a cloud-covered mountain.

For Coleco's designers playing games is hard work. When we're designing a new cartridge based on an arcade game, we'll spend 11 or 12 hours in there, sitting it over and over, says one designer.

We try to get a handle on all of the gametray's controls, movement patterns and point values. It's not like we plug into an arcade machine and pull out the elements we need. We have to start from scratch, generating new characters that look and move like the arcade versions.

THE WAR ROOM

The top secret bunker where Coleco designers work...and play.

By Marc Bernman



Although the War Room is removed from the typical neon lights of a noisy, boisterous arcade, it has the same tension, rivalry and excitement found whenever people gather to play video games. Coleco designers and other executives are constantly trading bar high scores which are recorded on sheets of paper stuck on cabinets around the room.

A certain untrained gentleman from Advanced Research and Development has an ongoing battle going with a female competitor from Product Development at the game MASTODON. Whether she'll win or Mr. I do, is anybody's guess, but in the meantime, it's less expensive than diding.

An undecided war for game dominance on SUPER SNAKE, DWARF, WOLF, etc., etc. For weeks between two game evaluations, Guy's one, I'd come in each morning and see her name on the machine. So at lunch I'd go and play until best score. Then after work I'd go back and flag her down there and tell her me and out her results back up!

Arcade games currently in Coleco's War Room include FREEMAN'S FRONT LINE, BUDDY ROGERS' PLANET OF ZOOM, ROC A ROLL, POWER KONG, AMOK, SUBROC 3-D, TURBO, and JUNGLE AWESOME. New ones are brought in about once a month and old ones are shifted to other rooms or stored. Versions of the War Room include PEPPERMINT, DOWNSIDE KONG, TIGER PRINCE, and COUGAR FACE.

A dedicated amateur can rapidly become a pro in this private arcade where there are never any losses and you don't have to spend a single quarter. It's not unusual to find marketing execs, bookkeepers and management clerks slipping in for practice during their lunch break.

Since the Coleco executives. The War Room started out as a research facility but has become a real month-buster a hit of fun and a great friggin' party!

One Coleco designer recently put it another way. The War Room makes working nights and weekends easier to bear. It's a great place to unwind after work. ■



How to Make
your Money Work
\$

Allen Lupper has been teaching computer science courses at Scarsdale High School in New York while maintaining a lucrative sideline as a consultant in computer education. This summer Lupper went to London to take a job programming computers for a stock and commodities brokerage company. Allen Lupper is sixteen years old.

Jeff Gold of San Jose, California, is president of his own company Double Gold Software, which develops a protection against computer piracy by utilizing copy-proof software. The company grosses more than \$12,000 a week and, according to some profit, is a leader in the industry for copy protection. Jeff Gold is sixteen years old.

There was a time when high school students worked informally at the neighborhood laundromat or gas station to earn money for college. Today's high school students, however, are just as likely to be developing computer software as balancing trays or changing laundry to pamper their future education.

This is hardly surprising. The current generation of teenagers has taken to computers as if the microprocessor had been created just for them. Main teenagers all over America sit at home with their handbooks, it naturally follows that a new breed of budding entrepreneurs is appearing in the marketplace—computer whiz kids who have turned their talent into a money-making business.

Some of the kids write game programs, others help develop educational software, while still others make good money teaching their elders how to operate these machines.

Vincent Price, a 12-year-old freshman at Stony Brook University, is one of those who has made a tidy profit teaching others how to work with the

newest technology. This electrical engineering major started working with computers since the 6th grade. He also notes that his father works with the number crunchers—he is a senior committee operator at Kennedy International Airport.

During his high school career at Hempstead High School on Long Island, Price became something of a celebrity because of his expertise with electronic brains. He helped the school purchase 76 computers, trained teachers to operate them, and wrote software for the system. Price has also sold programs to a New York firm American Remodelers.

This past summer Price was a co-instructor at Stony Brook, teaching PhDs—many of them more than twice his age—how to use computers. Price, however, is an old hand at explaining this new science to professionals. He has been a consultant to about 30 school districts and helped the ministry of education set up a computer program. Only occasionally is his age an obstacle he says. A few years back, a group of PhDs from Holden University approached Price with an offer to write software for a reading program. That was no problem, but when they asked him to become a partner in the firm,

by Timothy Bay

**For some teens,
computers
have replaced the
newspaper route as
the road to riches.**

he had to turn down their offer. He was underage.

Price is in great demand by companies because of his expertise. According to Stanley Silverman, computer coordinator at Hempstead High, Price has been recruited as if he were a seven foot Israeli body player. He has also become something of a hero among his peers. Vince recently spoke at his own elementary school, notes Silverman, and it was like Hailie. The kids were standing up and cheering. The object of all this admiration is a lot more modest than his accomplishments. A lot of high school kids, if they put their minds to it, can go to things I've never done.

Offer a group of young people will band together to turn their programming talents into a profitable sideline. For example, eighteen-year-old Alan Green is attending his freshman year at Harvard this fall paying most of his tuition with money made from his company, Microvisions Inc., founded last year with three other partners as students at Great Neck (New York) High School. The company became an immediate money-maker. The youth sold over 500 games to one game distributor. Microvisions also provided high-paying jobs to about 20 students. (The old man at the stove is 28.) These writing programs for the games were sold at an average of \$400 for each program, and up to \$2,000 for more complex games. The star designer of the company, Alan, made about \$30,000. Microvisions, however, was recently disbanded—the four partners are leaving home for college.

Tom Hall is only seventeen and a freshman at Cornell, but he has already sold two games to national distributors, earning him some \$30,000 which垂着 a long way

BIZKIDS

"A lot of software distributors are interested in what young kids have to offer...since young kids are their main market!"

teured saying his way through school.

Like many in the computer generation, Bell first became enthused by computers when *ARIAC'S JUNGLE RIDE*™, released the sequels in 1980, and won the hearts (and quarters) of young people everywhere. Right away Bell wanted to know how computer could create the magic of video games. His form of introduction came shortly afterward when he took a six week course in BASIC, the computer language at the Northfield-Lift Herman School a summer session in Massachusetts.

Once again it was a partnership that helped put the entrepreneur rolling. With a classmate, Eric Versanyi, Bell began creating video games. He says now that the trial-and-error experience helped him develop his programming skills. Bell also feels that programming is not all that hard. "I've learned to think in logical steps. Doing that just about anybody can from the skills needed to program."

After months of work coordinating the graphics and programming plug-ins, the designers approached a new software marketing company, Peacockly, with their game *ARICOMICS*™ based on an arcade game called *PRIMUS*™. Since Peacockly was new to the business, they were particularly receptive to young designers. Bell says:

In nearly two years, about 13,000 *ARICOMICS* were sold. It's difficult to tell at the rate of 150-200 a month—a more than respectable figure for a computer game producer. The success enabled the young designers to invest in some new equipment, and paved the way for their new game, *WIMP DEXTERONICS*™, also marketed by Peacockly.

The design team has now sold as Eric is pursuing his technical bent as an electrical engineering major at Massachusetts Polytechnic Institute and Tom is pursuing his career as a game designer while attending Cornell as a Computer Sciences major. At present, Tom is working on a new game, *RADAR RIDER*™ which he hopes to sell soon.

Bell feels that the stereotype of the young computer enthusiast is an

obsessed non-social sociopath or nerd associate. In fact, he sees that his work with computers has helped him in many unrelated areas. "Playing computers has helped me to think more clearly. It's helped me in Math and English classes, learning easier," and "I've had fun. Except for one crazy week when we programmed most of *ARICOMICS* computers haven't dominated my life."

Jonathan Duberman formed his own company, *Anarctic Software*, at the age of 14 with fellow Chequagian Ray Montague, 13. They marketed several computer products programs through local outlets and mail order. Jonathan is now selling game programs on his own.

Like many computer whiz kids, Jonathan got an early start working with these machines. He received his first computer when he was 10, and with it he won first prize at a state science fair. He also had a familiarity with the technology because of his father who tests hardware for Bell Labs.

The time was right for an entrepreneurial young man to learn and market his programming talents. Duberman says, noting that he was learning during a period when the whole industry was blossoming. The software industry was really just getting underway, and there was a terrific opportunity being part of a young industry. When I quickly discovered was that my own skills which developed rapidly were soon being used with what was going on throughout the industry. The relative youth and innovative nature of the software industry makes it very receptive to young designers, Duberman says. A lot of hardware distributors are interested in what young kids have to offer. It stands to reason since young kids are their main market!

Duberman agrees with Tom Bell that video games provided many kids with a natural introduction to computers. Kids will see something that they want to create themselves. He also says that there is nothing mysterious about the growing sophistication of kids with computers. "The more you learn, the more you want to know, and once you really get into it, the more

you discover that there is so much more to know. It's very exciting that way, and kids naturally respond to that excitement. In my own case, my interest in computers just grew like a chain reaction."

We see a computing family," says Leslie Gavitt, president of The Learning Company which publishes educational software for kids from pre-school to junior high age. Her daughter, Con, 13, is a graphic artist who helps design educational software, and Cindy, 10, tests software programs. Both girls work for their mother's company. Cindy works in computers, too, as a technician for a major computer manufacturer.

Con first got involved professionally with computers at the age of ten when her mother took some of her computer graphic sketches and put them in a program called *MAGIC SPELLER*™. The rewards, cash in savings and treasures that found so easily from *Coast Imagination*, were now attained in programs that exhibited on video display screens in many homes. Young Con gets royalties from a variety of other programs as well, including *MOTOWN PARADE*™ which features a cast of 30 little creatures divided into bobbies and orables.

Bobbies have big noses and big feet. They're green. Orables have little curly tails. Con explains:

Leslie is impressed with both her daughters and the way they have adapted to the computer. She means many young people with an extraordinary aptitude for the technology. I have hired local high school students to do conversions of programs from one computer model to another. They have done some really fine work in this area. This is a real skill since it requires that the person doing the work be very familiar with the programs and mechanics of two very different machines.

Children, however, do not imbibe when it comes to computers she observes. They are just not interested. They still punch in keys and experimenting until they get the hang of it. Adults are more afraid. They think that they might break the machine if they don't know precisely what they are doing. Kids love learning things and are very flexible in their understanding. They have no fear when it comes to computers—for them it's just a new game.

A new game, maybe. But it's obvious from the experiences of the kids profiled in this article that mastering computer skills is also a relatively fun way to make money! ■

INTERVIEW

A nationally syndicated video columnist...and he's only 11 years old!



by Timothy Bay

Things are kind of for doing things bad, but 11-year-old Rawson Stovall, who has been *Abilene*, is remarkably good. By the standards of the Lone Star state. At an age when most kids are still struggling to master the basics of grammar and spelling, Rawson writes about video games in a weekly column carried by 30 newspapers across the country.

Rawson's column is called "The Vid Kid" and its popularity with readers of all ages has turned this youngster into something of a media star. He has been profiled in dozens of news papers and magazines and has appeared on such nationwide TV programs as "The Today Show" and "That's Incredible!" In addition, Cable News Network is considering a weekly TV program based on Rawson's column.

The success of "The Vid Kid" has also led to a substantial contract with a major New York publishing house. Set for a 1984 edition, Rawson's book promises to be a game players' guide. It is no surprise that industry bigwigs look to Rawson Stovall for an inside track on what turns video-game迷 on these days.

Rawson's "Vid Kid" column covers both the arcade game beat and the home front. So far Rawson has reviewed over two hundred game cartridges, interviewed arcade stars for tips on playing the games, and kept his readers posted on the latest technological trends.

Since buying his first game system two years ago, he has accumulated almost a dozen home game systems and computers. Rawson spends two sometimes three hours a day creating them out. But he is the first to admit that he is no video game expert. "I'm just after player myself," Rawson says. As for the writing side of his job, he says, "It's never boring. There are new games all the time and technological advances every week."

A few months back, Rawson received a ColecoVision Video Game System and cartridges, and has since become a Coleco convert. He has given both the system and the cartridges high marks in his column, and talks enthusiastically about the cushion that set Coleco apart from its competitors. He is most impressed with the visual quality of the system. All these different features—the expansion modules, the Atari® adapter, the Super Game Pak—make the Coleco system really exceptional," he claims.

Rawson is currently learning computer programming, mastering the keyboard version of BASIC, and actually working out several game concepts. For Rawson, video games provide a natural bridge to his blossoming interests as a consumer. As he puts it, "After playing the games I wanted to know how they worked. I think that's the main with a lot of kids. It's really a whole lot more fun playing video games if you know how they work—and to know how they work you have to know something about computers."

How did Rawson get started on the road to becoming "spokeskid" for the video game generation? Well, naturally, it's television! Listen for someone like age, that's how. A year and a half ago, he simply walked into the offices of his local paper, the *Abilene Reporter-News*, and asked to see the executive editor. He was carrying with him his sample columns and an outline for a year's worth of articles. Recognizing that Rawson really understood the subject, the editor gave him his first ink and

the young journalist was soon off penning his column all across the West and Southwest. His success led to writing "Vid Kid" for ten newspapers before it was picked up by the United Press Syndicate.

The kind of education he's having is typical of Rawson. Last year he raised \$5,400 in one month for Abilene's Mental Health Association, winning him the Governor's Award for Outstanding Volunteer Service. Two years ago, he won the Tex-Salemian Award for selling a record number of supper tokens for the local PTA. In fact, he brought his first video game show money he earned collecting shells and selling pecans door-to-door.

And what does this plucky tyke's dad and entrepreneur plan to do when he grows up? Rawson has a characteristically practical answer to that question. "I have four choices in mind for when I get older," he says. "That's to be a (play) station operator, continue as a columnist, become a game designer or be the president of a famous game company."

At the rate he's going, Rawson will probably need all four careers. ■



STRATEGY TIPS

STRATEGY TIPS FROM MARK AND SUE

Our Experience reporter met with Coleco's resident game masters and heard these helpful hints.



by Universal

Mark: I always go for the traps to catch the robots and I use bonus only when players increase them to get them. Otherwise, they go to waste.

Sue: But you should use all the bonuses because once they're gone, that's when the diamond comes out.

SUBROC

In SECAD

Sue: I always go for the ships in the sky, cause they're worth more points!

Mark: I use you've been reading the instructions.

Sue: That's not all. To get the green fighter planes, it's best to work from mid-air side — left to right or right to left.

Mark: Darned said that same.

Sue: Muy lindo, but I never liked one place in the water too long, cause you are a sitting duck for torpedoes.

Mark: Speaking of strategy, when you points are coming at me, I duck, rather than try to dodge them, because you don't get any points for destroying them.



by Billy McKinley

Sue: In the later stages you know that little guy who fires the laser?

Mark: Not personally.

Sue: Listen Mr. Comedian, the best way to get him is to wait until the last of a laser passes by you, then fire off him — cause he stays in place for an extra second long enough to get him.

Mark: What's his name?

Sue: And to destroy the Mother Ship, I clear outwards of the force field as possible and then get ahead of her. She'll move right and you'll have to.

Mark: Just like in the Invader scene when you've only got a few left, go in that direction they're going, but a little ahead of them and they'll run into your bullets.

Sue: If I make a fighter out of you, yet



by SECAD

Sue: I think a good rule is hitting where you can fly around.

Mark: I just a master of playing a lot and remembering where they are. As a rule though, fly low through the cyclones, because it gives me more score to maximize.

Sue: What do you do with the screen corners?

Mark: Well, when they come out from the side, I fly in the top of the screen.

Sue: Right, but when they come crashing up from the left/bottom corner?

Mark: Then I stay in the center, cause they'll come right into my line of fire.



by Konami

Mark: If there are a lot of host attacking snakes, I start to circle, cause they'll follow and I can head them right off the screen.

Sue: Actually, I prefer to fly in one direction cause when you fly in circles, you tend to get surrounded by snakes.

Mark: Yeah, but sometimes you have to turn around to get the clusters of snakes for extra points.

Sue: True, but don't follow them off the screen (or anything else) for that matter, because they disappear.



by Clevinger II

Sue: I like to eat the dinosaur as soon as he appears, otherwise he leaves caustic oil everywhere and it's a pain cleaning up after him.

Mark: And I am particularly keen to the bottom of the screen cause of course so the snakes don't suddenly come down on me.

Sue: Oh, so you stay at the bottom mostly?

Mark: Yeah, it keeps you from being surrounded.

Sue: At certain times I'm breaking SMITHEREENS to get real close to the dinosaurs when you eat him, you get more points the closer you are.



by Billy McKinley

Sue: There's a trick to staying alive.

Mark: You mean the robots?

Sue: No, ladies — in OMEGA RACE if you come out from behind and meet the robots, you win! I get as many points, but you'll play longer.

Mark: Right. And if the cars come out on the left they're always stopped, and if they start on the right they'll go counter-clockwise.

Sue: Since when can you tell time?

Mark: Since now! It's time to get back to work.



READER TIPS

SPACE PANIC

by Andrew

Try this if you'reapped by a creature and have no ladder and no time to dig a hole. Dig a hole in front of the creature. When the creature falls into the sand hole, push the joystick to run towards the creature and hold it. Your spaceman runs in place until the creature starts coming out of the hole, then runs safely through the creature. NOTE: This only works for one creature at a time.

Charles McCreey Basking Ridge, NJ

Congratulations! You are a true game-helper for the best tip!

—CD

ZAXXON

by SMC

I have an almost unbeatable way to destroy Zaxxon. Before Zaxxon enters the screen, move to the 2nd altitude track and move all the way to the right. When Zaxxon fully enters the screen, move a little to the left and fire away!

Dave Oberle Burke, VA

When approaching an asteroid, your plane doesn't have to be all the way at the top of the screen to get over the wall. It will clear the wall when your high-low meter is just a tad above the third asterisk from the top. That gives you more time to swoop down and shoot the two fuel tanks at the beginning of the asteroid.

Richard Zimmerman Chicago, IL

Sodaplug

by Jim Morris

When you first start a screen, before you eat any of the letters, eat the spuds for maximum point values. Also, keep trying to spell EXTRAS as many times as you can, since on higher levels you will need as many lives as you can get!

Bethany P. Robinson Sacramento, CA

Lemmings

by Michael Lutz, MD

When you're over the hole where the ball was, bring the planks straight up so it will bounce off the top wall. On the way down, keep shaking. This way you will hit the ball and it will be safe to go in the inner room. Then click on the line that says EHD and start off!

Gregory S. Strangeard
Halifax, Nova Scotia

DONKEY KONG

by Michael

Normally, cracking the hammer and hitting barrels isn't advisable because of the time you have to spend holding onto the hammer. But when you feel you've gained enough points from the hammer there is a way to get rid of it almost at once. If you run forward off the edge of the second or third floor and fall onto the floor below the hammer will disappear and Mario will not die. Using this strategy I have been able to attain scores of up to 4,000 on the first screen.

Steven Fogel Baltimore, MA

I call this trick the Black Hole. In the Cavern screen when the game starts move Mario to the first broken ladder. Climb all the way up the broken ladder, then climb back down and take two steps to the left. Then jump to the right and Mario will go straight through the bottom of the screen. Mario will appear on the next screen, the Beach screen. By the way the DONKEY KONG cartridge that came with the system in 1982 is a little different. The difference is that it will take ten seconds longer and you do not start on the River. Instead right away instead, Mario will land in front of the two ladders that are in front of Stanley Kong. Move to the left and climb the ladders as usual.

Peter Chang Flushing, NY

On the River screen, pick up a lot of extra points by moving up to the second ladder, grabbing the ladder taking a glass float and staying

right there. The floats come out there and it's easy to get about 1,500 points by standing still. Also it's possible to grab the pants hat by running to the right on the first ladder and jumping to where the hat is on the second ladder. On the Elevator screen you can embarrass Donkey Kong by standing close to him and running up and down. His face will turn brown.

Dean Olsen Santa Clara, CA

SMURF

Review by Gregorio's "G" Guide
version 1.0

Always jump off the edge of the screen in the bushes so that there is a 300 point buff on the next screen you can super jump immediately.

Jason Domenick Springfield, MA

CARNIVAL

by RGA

When a duck begins flying to the bottom of the screen, move beneath it and fire. If you then don't panic—don't even move! Instantly the duck will make another pass across your line of fire and you'll have an easy shot. Never follow its flight path because you'll waste shots and often not even hit the duck at all.

David Lake Chatsworth Hills, CA

SPACE FURY

by SMC

Always threat (with short bursts) straight up without turning. You'll go off the screen if the top and bottom of the bottom Marimian stand hang in all three. The advantage you will gain is due to the fact that your bullets will now wrap around the screen giving you kills in front as well as behind you. This nearly doubles your effective firing power.

Dick Pined Oak Creek, WI

—from C.V. Brown

COMPUTER CORNUCOPIA

Q: Will Coleco be making software cartridges for ADAM™ that will enable owners to use additional hardware and software?

A: Yes. Coleco plans to add continuously to ADAM's capabilities. A recently announced one is RS-232 interface which will make ADAM compatible with most standard hardware peripherals like disk drives, an optional digital tape drive, a clock calendar, a smart phone modem and an electronic scratch pad. Plus, of course, the RAM expansion package. And there's more to come!

GAGGLE OF GAMES

Q: Now that ADAM is here, will Coleco continue to make new cartridges for the ColecoVision Video Game System?

A: Yes. You see, many ColecoVision video-game fans have asked this question. As you can see in this issue of Experience, there are a lot of new carts in the works. And don't forget that all cartridges and modules work on ADAM.

THE COLECO CONNECTION

Q: I own a ColecoVision and I have talked my parents into upgrading the ADAM. I want to know if I need to buy a whole new system, or if I can hook it up to my ColecoVision. Also, does it consume more energy than just the ColecoVision?

A: ADAM can be purchased as an Expansion Module for the ColecoVision Video Game System for about \$150 less than the stand-alone system. Both units use low-energy integrated circuit light bulbs.

MICROVISION

Q: The main reason I bought a ColecoVision is that I hoped still more working on a computer board that will turn into a home microcomputer. My idea of this ultimate computer is to have a 16 to 20K ROM memory, 16 to 48K RAM memory, a 80 to 110 key keyboard-style keyboard with upper/lower case cursor movement, inverse video, full screen editing, and data input: a printer later on; languages such as BASIC and PLOGIT and ASSEMBLY; communications capability; optional speech synthesizer; 8-bit or 16-bit microprocessor; adaptors that will accept software from others; a screen size of 40 x 24 characters or 16 characters by 16 characters; a timer/timer switch; a 0.01-24 cps on our computer sound with a voicebox oscillator with a variable volume and tone; a white noise generator for sound effects; and 16 sixteen colors.

All these specs should make the computer worthwhile an expansion unit, so maybe that buying any other microcomputer (except the ColecoMaster) would be a mistake.

A: Wow! Sounds a lot like ADAM to us.

HORSE 'N' BUGGY

Q: How many levels are there to LADY BUG? and what is the last vegetable?

A: There are four selectable skill levels with 10 progressively more difficult "boards" in each LADY BUG. The designers claim that the game will cost up to 20 boards, but beyond that, who knows? The last vegetable is a horse-shoe. Eat your heart out!

BYTE BY BYTE

Q: How much program memory can a ColecoVision video game have?

A: A typical ColecoVision video game has a program memory of 16 to 20K. One K is equal to 1024 characters or bytes of computer information.

DELAY OF GAME

Q: When I turn on my ColecoVision, why is there a few seconds delay before the video game menu appears?

A: There is a 12-second pause at the start of each ColecoVision video game to advertise the game name.

ADD 'EM TO ADAM

Q: Can I use the ColecoVision Expansion Module #2 with the ADAM?

A: You sure can. ADAM is the best video game player you can buy. ADAM accepts all ColecoVision expansion modules and cartridges, plus the Super Games which include all the classic games, all the busses, all the interfaces, and even a Hall of Fame.

OK!

Q: How much RAM does the ColecoVision unit alone have? And how much will it have when the expansion modules are inserted into the unit?

A: The ColecoVision Video Game System has 16K of RAM. ADAM—the ColecoVision Family Computer Expansion Module has an additional 8K of RAM and can be expanded to 144K with the purchase of the optional 64K memory module. Due out soon, Expansion Modules #1 and #2 do not have their own RAM memory.

ARCADIA

Q: Can the following new games be hooked into the ColecoVision as video games for ColecoVision?

A: TARZAN "FRIEND" TALES OF MAZZARD® SUPER ACTION FOOTBALL and FRONT LINE®.

Get the Coolest T-Shirt for Playing the Hottest Video Games.

The ColecoVision T-Shirt.

Only \$4.50!

Here's the T-Shirt that everyone is going to want! The "Gotta get home to my ColecoVision" T-Shirt. It's great to wear when you deal with Donkey Kong! Or take on Zaxxon.

But you can't buy it in any store. You can only get it by sending \$4.50 (plus \$1.00 for shipping and handling) to:

Cool ColecoVision
T-Shirt, P.O. Box 4147,
Beddsville, NC 27322-4147.
In juvenile sizes small,
medium and large.

You already own the hottest system. Now get the coolest T-Shirt.

Only from
COLECOVISION



COLECO QUIZ

COLECOVISION CARTRIDGE WORD SEARCH

By Jeffrey Hall



Here's a word search chart specifically designed to test how much you know about the exciting and ever-expanding list of video games made by Coleco. Designed by Experience reader and Coleco fan Jeffrey S. Hall of Champaign, IL, this word search chart is hiding the names of 22 popular video games made by Coleco—all arranged so their names are spelled vertically, horizontally, diagonally or backwards and—since it's a right angle!

Jeffrey calls his puzzle size and hard, so we're giving you a headstart by circling the game names *BAY DOG™* for you. All you've got to do is find and circle the 22 other great game names on this chart, then check your answers with our key below by holding this page up to a mirror. See how well you match up with other Coleco pros. And check your own game collection against our list to see what new any of the fun of video games by Coleco.

A J S G H G O S T O C Q N O P Q Z X X J S H Y B
O K M Z E M U E F B N P B T I A H J Q Z P C A S
J N V O Y S D B O X C Z A O J N Z B A Y Q Z P O
N Z M Q U T T I Y R Q O N T H O K N U T B A X B
O K H B E S A R W Q E Y J N G K L O N O C B P Z
P A J V N Z E D U Y A T M I Z E M L O E A J Q O
Q F L I A B R T Q O X L L A B T O O F L T S W B
Z F H D Q C K U U R U T B O X K J A U B A J H Y L
L T P F B O T G Z A N I B O N H R Q Z T Z L L A
O O G O W M N A N O P M O Y K Y U R A A S H Z O
O P O P K L E Z Y W D J R N O S A S X L H X O K
P M M N L A V I C T O R Y Z D A H X R Y O T J J
I E Z R O H D S B N D S J M A E O T Y S P L E A
H O P O X T A N I I K H G O S N R Y A G T O H O
G E H F I J Y R V O L E A L J H Y A B E N Q P L K
U S S X E N H Y R M Y O T A J B Y X Y P U C H P
B M A W I R A Q W R Z C O I H N A T L O R Y U V O
O U C Y Y R T P R X O E L L S H M I Z L O Z R M R
K R E Y W N E W E P N I G O O J N O M G T P H K
M F M I O X B G O C G R H E B A R N P L P O E
D R I Q W D E S N T A T I L N H E P A G O O L R
N E V N G O R C J E O P K Q L B H Q Z G O O N
Z S O O A G Z M O S V Y S X Z A Y S Y L N O P C
Y C U M R F N R Q G A A Z T O K B Y T O P O Y C
Q U T P D I O *Z P R X U C Y J L N E O O S Y M X*
G E O X N C O F R E Y M O I H O S L S Y T H N B
A J M T O S P J M A B H D N M Z C N L A Y Y Z M
Z S D E *N W Y K P D O U Y H J F O S A O T A B Z Y L*
E H A O X Z V H B R N E S I Z A O Y Z P A M E X
G H O I J B Z O W U R Y H S L E K O M O U P Z G

VIDEO MARY



QUARTER FLASK

Tired of reaching in your pocket for a quarter and getting a handful of wrinkled up Kleenex? Never again with the Video Coin Holder from Nicelots Productions. This velour-lined pouch contains a clear plastic quarter dispenser capable of holding 10-150 quarters. It attaches securely to any belt and comes in six attractively named colors: Galactic Red, Electric Blue, Laser Lavender, Cosmic Black, Military Camo, and Gear Green. The pouch sells for around \$7.95. For more info write to Nicelots Productions, P.O. Box 2018, Newport Beach, CA 92660.

CLEAN SWEEP

You wouldn't wash your face with a desktop. Likewise you wouldn't clean your new ADAM™ computer with a dirty old kitchen sponge. This computer care kit from RSI provides lint-free cloths, flexible wands, and special tools for cleaning keyboards, magnetic heads and monitors. There are 25 wands per pack. Extra wands, cloths, anti-static spray and cleaning tips are available. For details and prices, write to RSI, 4801 North Ravenswood Avenue, Chicago IL 60613.

DOUBLE YOUR FUN

This combination joystick and paddle controller is designed especially for your Adam™ 2000 VGS Controller-based game Module #1 or Game™ "Video Game System." The eight-directional joystick is more responsive than standard joysticks. Rotary paddle control is engineered for smooth action and the multi-function side buttons is a second for minimum response time. Check it out whenever Coleco products are sold.



STASHING THE GOODS

Getting buried in the game world? So begin with the Video Game Bench from Recreational Products. Padlock your feet off to store your ColecoVision accessories and up to 80 cartridges. Console can remain in the removable bay during use. Sturdy wood cabinet is finished in weathered natural-grain vinyl and features durable casters. Write to Recreational Products for more details. While you're at it ask about their custom-video game stores center with electronic Recreational Products Inc., 2142 W. Fullerton Chicago IL 60612.



VIDEO MART



KID VID*

Coleco introduces the TALKING video game system designed for kids. The complete educational and entertainment package includes a video game console which will play Coleco's 2600 VOC compatible cartridges as well as new titles in Coleco games. It also features the Kid Vid speech module which operates as a portable cassette recorder/player. The Play n Learn game set, featuring "Star Trek Outer Space" featuring three separate games is also included, and a DOLKEY KONG™ cartridge is an added bonus. Vocal module requires four C size batteries (not included) but you can save money by using Coleco's Power Adapter. Ask your local Colecovision retailer about Kid Vid.



HANDI CONTROLLER

The FingerTip Controller from KY Enterprises is designed with the hand-capped player in mind. Its joystickless operation allows all functions to be controlled by one hand. Model 200, pictured here, features 8-directional action, fire and bomb buttons, unbreakable case and a two year warranty. Gamers who have tried it report that it's easy to control and very responsive. To order by mail send a check or money order for \$69.95 plus \$3.00 for shipping and handling to KY Enterprises, 194 Claymont #208, Long Beach, CA 90803.



PACKING IT IN

Show your allegiance with Coleco Vision® Back Pack, Barrel Bag or Shoulder Pack from Classic Covers, division of Creative Industries. Back Pack has padded straps, comes in royal blue or silver and costs \$19.99. Barrel Bag measures 15 by 18 inches and comes in royal and silver and sells for \$9.99. Shoulder Pack is 12 by 16 by 7 inches, comes in red or silver with adjustable straps and costs \$12.99. All three bags are made of durable nylon. To order call Classic Covers toll free number 800/895-8810 and ask for Mr. Rita. Vista and Monterrey are accepted. Classic Covers also makes articulated vinyl covers for the ColecoVision and ADAM computer systems, from \$7.99.

SOFT TOUCH

For cold winter nights at the arcade or for blister-free digits, or for just plain looking cool, try the Microtex Game Glove from Nancy & Company. It's got a calfskin palm, net back, and velour wrist fastener and is available in left- or right-handed models. There are

small, medium, and large sizes in men's, women's and kids' categories. You'll never be out of fashion in one of these three designer colors: navy, white or gold. To order by mail send a check or money order for \$3.95 plus \$3.00 each for shipping and handling to Nancy & Company 2054 Mission Blvd., Suite 309, Hayward, CA 94541.



WHEN YOU COMPARE FEATURES AND PRICE THERE'S NO COMPARISON.

COMPARE™		The base price for ADAM™ the ColecoVision® Family Computer System is the total price for the whole system.				With all other computers it's different. The base price is just the beginning.	
ADAM ColecoVision® FAMILY COMPUTER SYSTEM	TIGRS INSTRUMENTS BASIC	COMMODORE 64	APPLE IIe	APPLE IIc	IBM® PERSONAL COMPUTER		
Console with 64K RAM	Console with 128K RAM	Console with 64K RAM	Console with 48K RAM	Console with 64K RAM	Console with 128K RAM	Console with 64K RAM	Console with 64K RAM
INCLUDED: Mass memory storage drive with fast transfer "capacity"	EXTRA: Expansion interface EXTRA: Color printer	EXTRA: Printer interface EXTRA: Printer cable EXTRA: Color-wheel printer	EXTRA: Laser quality printer EXTRA: Mass memory drive EXTRA: Joystick port EXTRA: Memory expansion EXTRA: Mass memory drive EXTRA: Joystick port	EXTRA: Laser quality printer EXTRA: Mass memory drive EXTRA: Joystick port EXTRA: 80g word processing software EXTRA: Heimtextil game	EXTRA: Printer interface EXTRA: Printer cable EXTRA: Color-wheel printer EXTRA: Mass memory drive EXTRA: Joystick port EXTRA: 80g word processing software EXTRA: Heimtextil game	EXTRA: Printer interface EXTRA: Printer cable EXTRA: Color-wheel printer EXTRA: Mass memory drive EXTRA: Joystick port EXTRA: 80g word processing software EXTRA: Heimtextil game	EXTRA: Printer interface EXTRA: Printer cable EXTRA: Color-wheel printer EXTRA: Mass memory drive EXTRA: Joystick port EXTRA: 80g word processing software EXTRA: Heimtextil game
INCLUDED: SMARTWRITER™ word processing built-in	INCLUDED: "Letter-quality" dot-matrix printer						
INCLUDED: 2 joystick game cursor controllers with built-in switches							
INCLUDED: Action							
INCLUDED: Coleco SMART BASIC™ program							
INCLUDED: The Official SEGA® MEGADRIVE™ PLATINUM 2000™ arcade-quality video game							

*Comparison information obtained by survey taken August 29, 1985.

For what most companies charge for a fully-featured personal computer, Adam gives you a 128K computer, a second processor, a printer, a memory drive, a dot-matrix professional-quality keyboard, and a

super-game-system. All in one package. Ready to use. The most incredible price/package ever! Use the chart above when you price buy Adam for comparison - what you'd have to spend for this package

with any "basic" home-computer. And this does not show you can add-on to expand the power of a complete computer system for the whole family - Adam.



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